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**Mid paper : Introduction to Psychology**

**Q1:**

Before we start linking psychology with business, we need to first define psychology.

Psychology is the scientific study of the human mind and its functions, especially those affecting behaviour in a given context.

An approach or perspective in psychology is a particular view as to why, and how, it is we think, feel, and behave as we do.

Psychology is fundamentally important in the business world for many reasons, but most of all, psychology is important simply because businesses are made of people, and psychology is the key to understanding people. Within an organization, psychology helps with Human Resources issues such as deciding who would be the best fit for a position or team, the best ways to resolve interpersonal conflict, and how best to motivate or improve work ethic. A solid understanding of psychology can seriously improve a company’s inner workings.

Outside the company, businesses utilize psychology in order to create more effective marketing and encourage sales. By using psychology, they can understand consumer trends and gain an understanding of tendencies that will improve their sales numbers to generate revenue. This is the entire concept behind modern supermarkets—psychology and human tendencies are leveraged to create more selling opportunities.

Thus it is very important for us to understand psychology because it helps us to understand the behavior of the people in the business surrounding and the environment in which the business is operated. By understanding psychology we can better understand our customers and the employees. By understanding psychology we can evaluate our environment very well.

**Q2:**

**A)** Behavioral Perspective of Psychology and Biological Perspective of Psychology

The behavioural psychology assumes that our behaviour is the result of our interaction with the environment. It means that environment and the people surrounding us will directly influence our behavior. Whereas the biological approach assumes that our behavior is driven by genetics and a person’s biological composition. It means that environment will not influence your behavior.

**B)**

Evolutionary Perspective of Psychology and Developmental Perspective of Psychology

Evolutionary psychology is how time and advancement has shaped our behavior. With time to time and advancement new things and new ways are developed and we follow that ways to survive and according to which we shape our behavior. Whereas Developmental psychology is a scientific approach and which aims to explain growth and change through the lifecycle. Developmental psychology focus on how thinking, feeling, and behavior change throughout a person’s life.

**Q3:**

**A)**

Science uses an empirical approach. Empiricism states that the only source of knowledge comes through our senses – e.g. sight, hearing etc.

This was in contrast to the existing view that knowledge could be gained solely through the powers of reason and logical argument. Thus, empiricism is the view that all knowledge is based on, or may come from experience.

Psychology is a science because it follows the empirical method. Psychologists observe behavior and then make inferences about why the person (or animal) behaved in that way. Emotions, motives, and abilities are never directly observed, but only inferred. Here are some examples of inferences

Observation: The patient scored high on the depression scale

Inference: The patient is feeling very depressed

Psychology is a science because it follows the scientific method to answer the questions. Psychology is the scientific method because the researcher first try to develop the questions, then he try to collect data and then he reaches conclusion. For example. The researcher develop the question, why do we feel what we feel, now he will try to collect data, and after collecting data he will conduct experiment to reach conclusions.

**B)**

The control group is composed of participants who do not receive the experimental treatment. When conducting an experiment, these people are randomly assigned to be in this group. They also closely resemble the participants who are in the experimental group or the individuals who receive the treatment.

While the control group does not receive treatment, it does play a critical role in the experimental process. This group serves as a benchmark, allowing researchers to compare the experimental group to the control group to see what sort of impact changes to the independent variable produced.

**Example:**

Imagine that a researcher is interested in determining how distractions during an exam influence test results. The researcher should first define what is mean by distractions and on the basis of that he will formulate hypothesis.

In this case, he might define distractions as changes in room temperature and noise levels. His hypothesis might be that students in a slightly warmer and noisier room will perform more poorly than students in a room that is normal in terms of both temperature and noise.

To test his hypothesis, the researcher selects a pool of participants who are all taking the same college physics class. All students have been given the same instruction and resources over the course of the semester. He then randomly assigns participants to either the control group or the experimental group.

Students in the control group take a physics exam in their normal classroom. The room is quiet for the duration of the test and the room temperature is set as a comfortable 70 degrees Fahrenheit.

In the experimental group, students take the exact same test in the exact same classroom, but this time the independent variables are manipulated by the experimenter. A series of loud, banging noises are produced in the classroom next door, creating the impression that some type of construction work is taking place. At the same time, the thermostat is kicked up to 80 degrees Fahrenheit.

As you can see, the procedures used in both the control and experimental group are the same. The researcher has used the same room, same test administration procedures, and the same test in both groups. The only thing that differs is the amount of distraction created by noise levels and room temperature in the experimental group.

After the experiment is complete, the researcher can then look at the test results and start making comparisons between the control group and the experimental group. What he discovers is that the test scores on the physics exam were significantly lower in the experimental group than they were in the control group. The results support his hypothesis that distractions such as excess noise and temperature can affect test scores.